



Promoting the female game



## PROMOTING THE FEMALE GAME:

Softball NZ (SNZ) is devoted to profiling, promoting, developing and increasing participation numbers of females in Softball.

With this in mind, this document represents initiatives Softball NZ has had in place for some time with readymade products available for implementation.

Initiatives within this document are wide ranging, and encompass the various levels of support required to grow the game. Included in this document is;

1. **The SNZ website:** A dedicated section to the Female game
2. **Mums in Softball:** Encouraging mums to uptake coaching a T ball / Softball team
3. **Pink Zone:** Ideas and equipment on how to encourage girls to be involved in our game
4. **Give Softball A Go** National Promo and resources to attract new players to our game

In addition to the SNZ resources some inspiring initiatives have been run by clubs. An example of this is

- **Girls Galore** A concept designed between Island Bay Softball Club (Wellington) & Saints Softball Club (Hutt Valley)
- **Additional Ideas to boost female participation**

The success and sustainability of the female game is dependent on a collective approach from all within the Softball community. In order for the Female game to gain a much needed boost, we need to embrace initiatives and in doing so build a bigger future 'together'.

Please find further details of each of the above initiatives in the following pages.



Diamonds are our thing...

## SOFTBALL NZ WEBSITE – The Female Game

<http://www.softball.org.nz/Development/The+Female+Game/Resources.html>

'The female game' section of our Softball NZ website is aimed at assisting clubs to attract girls (in particular) to play various forms of softball.

This section of our website covers various resources, links, pathways and concepts to help raise the female game and elevate it to the heights and offers programs and opportunities specifically tailored for females already involved in softball and for those interested in taking up our great game.



### Resources available on the SNZ website

White Sox & NZ Junior White Sox

- Player info
- Tournament info

Players

- Pink Zone
- Modified Games
- Player Pathways

Coaches

- Coaching women in softball (PDF)
- Women in coaching
- Women's sports foundation
- Coach pathways

Fitness & Conditioning

- Softball Conditioning
- Female Strength and Conditioning (PDF)

Additional Resource Links

- Women in sport
- Women sports fitness foundation
- How can men play their part?
- Sports participation for girls and women (PDF)
- Mums, dads and daughters (PDF)
- Leaders guide for teen girls

## MUMS IN SOFTBALL



“Mums in Softball” is a way to capture the mums (or dads) that are often of the sidelines of our game but not yet involved with the team.

“Mums in Softball” provides the following two coaching courses free to our mums that the association can facilitate: Coach T Ball Unit & the Induction Unit.

### Resources available with Mums in Softball

- Promotional flyer including info on inspirational softball mums & 7 reasons why mums make a good grassroots coaches.
- Access to 2 x free coaching courses: Coach T Ball Unit & the Induction Unit.

For further information and flyers please contact your SNZ Softball Officer

# PINK ZONE

## PINK ZONE

**Pink zone** is a game development initiative from Softball NZ. The concept is to attract females to play the game in hopes to grow girls/women's softball, as the numbers have been declining nationally.

Pink Zone ties into any of the leagues your association currently organizes so there is no hassle of creating a new league or competition (unless you would like to).

The only difference is that it's targeted at girls and everything is **PINK**; pink bats, gloves, bases etc



## How other associations have utilized / promoted **Pink Zone**

1. Make Pink Zone equipment available to girls participating in teams each week.
2. Host a primary/secondary one day event just for girls playing softball playing modified rules if appropriate such as T Ball for all ages, T ball with Softball Rules, Over the Line, Play Ball, Slow Pitch, Arena Softball etc. (Softball NZ has a set of equipment you can borrow on short term loan, if you have an event upcoming).
3. Promote and provide equipment to a girls only team participating in the Little League Grand Prix
4. Run a girls "Give Softball a Go" day. Information and resources for "Give Softball a Go" can be provided by your local Softball NZ Softball Officer
5. Put in a funding / Kiwisport application around Pink Zone and get some funding to promote/coach/develop the game to females within your community

## **Pink Zone** resources

**Posters:** On the Softball NZ webpage dedicated to the female game, there is a poster you can download (towards the bottom of the page) of the following link <http://www.softball.org.nz/Development/Modified+Softball/Pink+Zone.html>

Also on the website are further female posters including a White Sox poster, at the following link. All you need to do is sign in (for free) to access further resources. Simple! <https://secure.zeald.com/softballnz/login.html>

**Equipment:** If your' Assn or a school or club wants to purchase its own set of Pink equipment please contact Sportwise NZ Ltd, who can provide you a quote and order equipment for you.  
Cell + 64 27 626 7727  
Email: sportswise@xtra.co.nz



**Equipment:** Worth NCLT9 Foam Training Ball - 3 Pack  
Features: 9" foam training ball for indoor and outdoor use  
This product can be purchased on the following link (bottom of the page)

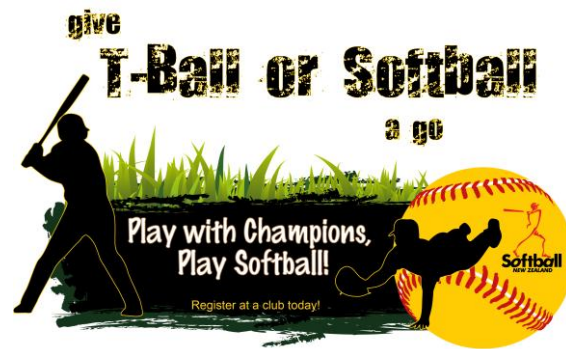
<http://www.softball.org.nz/Development/Modified+Softball/Pink+Zone.html>



## “GIVE SOFTBALL A GO” PROMO

We all know summer is that time when Kiwis like to roll up their sleeves, put on their boardies, slip into some jandals and have a Good time and a few laughs. But we want kiwis to think ‘Summer, Sun, Softball’ this coming season.

At Softball NZ we have come up with a slightly different concept to promote our sport nationally, to help our clubs/associations increase membership and make the public more aware of our sport, without losing that great summer vibe that us kiwi’s love.



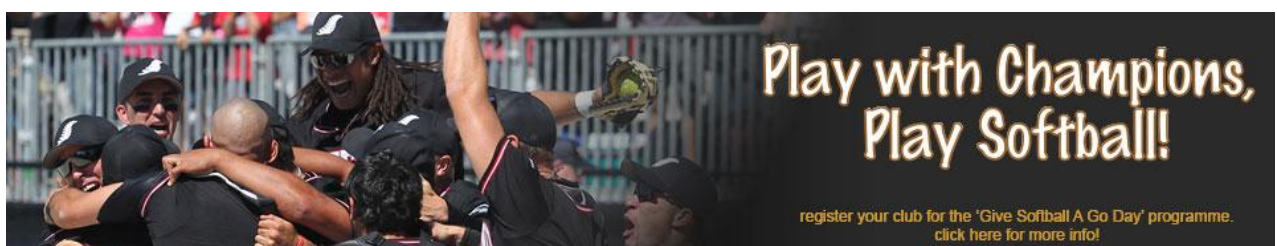
“Give Softball a Go” month.

Ok while we understand this concept isn’t something new, we have taken a leaf out of some of our other friendly summer sports books, and seen the success they have had with similar promotions ...and then tweaked it to suit

## “Give Softball A Go” Resources

- “Give Softball A Go” Info Pack which includes the benefits, hosting tips, promo tips, and a checklist planning
- A 5 Promo poster (black and White)
- A 3 Promo poster (black and white)
- “Give Softball a Go” email template that you can send out to your community
- “Give Softball a Go” registration form
- “Give Softball a Go” club/assn sign in form
- “Give Softball a Go” colour logo you can use on your website and in newsletters etc

For further information and a registration form please contact your SNZ Softball Officer.



## **GIRLS GALORE**

A concept designed between Island Bay Softball Club (Wellington) & Saints Softball Club (Hutt Valley).

The two clubs came together to promote girls involvement in Tee Ball and Softball (U7, U9 & U11) from both a playing and leadership perspective (U15, U17).

It is hoped that Girls Galore will be an annual event either run by the clubs or picked up by the Association.



### **Just let the kids play**

The emphasis on the day was around participation and enjoyment. To achieve this girls were encouraged to come down to the park to take part in a

1. Series of simplified T Ball and Softball Games
2. A Tee Ball hitting derby for U9 and U11s. A prize was awarded for the biggest hit in each grade
3. Radar throw & measure. This is where a ball is thrown at a target and the radar gun is used to measure the speed of the throw

In addition

- Girls were invited to wear an item of pink on the day
- Random teams were made up on the day
- Three representative exhibition games were played between the Hutt Valley and Wellington U13 girl's team throughout the duration of the day. These games were ideal as this rep game showed a path way for all the young participants.
- Families were encouraged to bring picnic lunches and make it a family day out

### **Creating Young Leaders**

Another aspect to the day was to create young leaders within the clubs existing membership, to encourage them to promote the game, promote themselves, to build confidence and encourage working with those younger than them. In return recognition of their efforts was highlighted and certificates presented.

In regards to the young leaders on the day

- 1) Young leaders & an adult supervisor were assigned to each group
- 2) Young leaders worked with their team to create a "cool" team name & a chant for <sup>their</sup> team
- 3) The young leaders were responsible for taking their team to the correct diamond or skills station

- 4) The young leaders were responsible for taking the team for a brief and fun warm up e.g. skipping; jumping & reaching high for the sky, roly poly's etc followed by providing them a brief skills warm up
- 5) Young leaders helped with team safety, ensured everyone had equal opportunities to participate, provided loads of encouragement to participants, and made sure FUN was a huge part of theirs and their teams day.

For further information and flyers please contact your SNZ Softball Officer.



## ADDITIONAL IDEAS TO BOOST FEMALE PARTICIPATION

Concept	Brief description
<b>Social/Business House Softball</b>	<ul style="list-style-type: none"> <li>To introduce the sport at a modified level to new participants with the aim to increase overall participation and playing opportunities</li> </ul>
<b>Midweek College/Secondary Schools league</b>	<ul style="list-style-type: none"> <li>To encourage a College league including female teams. You don't need to promote Fastpitch as the game played, you can make the competition format anything to suit the area and needs of participants. E.g. another area ran a T ball league for girls with softball rules as this is what the girls wanted to play,</li> </ul> <p style="text-align: center;">AND</p> <p>Encourage the local college team to enter into the National Secondary School Comps</p>
<b>Have Assn or clubs pool together to run a Girls Only "Give Softball A Go" day</b>	<ul style="list-style-type: none"> <li>To promote playing opportunities available for girls through the awareness of the game, and the clubs.</li> </ul>
<b>Target Ethnicities or community groups</b>	<ul style="list-style-type: none"> <li>To promote the Te Reo T Ball Passport and offer to run the T Ball unit at semi or fully immersed Maori Schools and Maraes in the Immediate region</li> </ul> <p style="text-align: center;"><b><u>Or</u></b></p> <ul style="list-style-type: none"> <li>Look at what community groups you have and see if you can tailor a league to suit them. I.E: Marlborough is a wine region that employs a lot of vineyard workers. Starting up a league/competition that met their needs could be advantageous to the Assn.</li> </ul>
<b>Modification to <u>some</u> of the Female Softball Comp including rules, Game day and duration of games</b>	<ul style="list-style-type: none"> <li>To create a more exciting game that allows more competitiveness in the women's game and more "on ball" time.</li> </ul>

<p><b>Host Female only events</b></p>	<ul style="list-style-type: none"> <li>• To host women's club teams from outside our region in order to provide more competition to our women's teams and provide a different level of opposition.</li> <li>• To run Female coaching and player academy day/workshops</li> </ul>
<p><b>Increase the avenues and regularity of communication promoting the women/girls game of softball</b></p>	<ul style="list-style-type: none"> <li>• Increase exposure and awareness of playing, coaching and volunteering opportunities for women/girls</li> </ul>
<p><b>U13 &amp; U15 Girls Representative Teams</b></p>	<ul style="list-style-type: none"> <li>• To increase the level of girls participation at a representative level, and to also provide a complete player pathway for female players and coaches.</li> <li>• To provide a North Otago Team to compete at the U15 South Island Tournament</li> </ul>